

AMENDMENTS TO THE CLAIMS

1-41 (cancelled)

42. (New) A method of operating a portable broadcast receiving and ordering apparatus to order copies of broadcast programs in real time with their broadcast, comprising operations of:

- the apparatus receiving user-selected broadcast content and an associated data stream providing substantially real time metadata identifying programming content of the broadcast content;
- the apparatus audibly presenting the broadcast content to a user;
- the user indicating a desire to order a copy of a song by making predetermined input at the user interface at a first time substantially concurrent with audible presentation of the song, the input being non-specific as to subject matter of the order;
- responsive to detecting the predetermined input, the apparatus utilizing the data stream to identify a song occurring in the broadcast content at a time of the predetermined input, and causing a transmitter to wirelessly send an order to purchase a copy of the identified song from a remote order fulfillment site.

43. (New) A vehicle-mounted frequency modulated (FM) radio receiver apparatus for receiving FM broadcast programs and facilitating real time user-initiated requests to purchase copies of selected ones of the broadcast programs, the apparatus comprising:

- a user interface;
- at least one receiver to receive signals including at least: a user-selected FM broadcast content signal and an associated radio data system (RDS) signal providing substantially real time metadata identifying programming content of the broadcast signal;
- an order transmitter;

a controller coupled to the user interface, receiver, and transmitter, the controller programmed to perform operations comprising:
sensing user entry of an order command via the user interface, the order command being non-specific as to subject matter of the order;
responsive to the order command, referencing the RDS signal to identify programming content occurring in the broadcast content signal at a time of the order command, and causing the transmitter to wirelessly send an order to purchase a copy of the identified programming content from a remote order fulfillment facility.

44. (New) A portable broadcast receiver apparatus for receiving broadcast programs and facilitating real time user-initiated requests to purchase copies of selected ones of the broadcast programs, the apparatus comprising:

a user interface;
at least one receiver configured to receive signals including at least: a user-selected broadcast content signal and an associated data signal providing substantially real time metadata identifying programming content of the broadcast signal;
an order transmitter;
a controller coupled to the user interface, receiver, and transmitter, the controller programmed to perform operations comprising:
sensing user entry of an order command via the user interface, the order command being non-specific as to subject matter of the order;
in substantial real time with the order command, referencing the data signal to identify programming content presently occurring in the broadcast content signal, and causing the transmitter to wirelessly send an order to purchase a copy of

the identified programming content from a remote order fulfillment facility.

45. (New) The apparatus of claim 45, the data signal comprising a radio data system (RDS) channel.
46. (New) The apparatus of claim 45, the receiver comprising a frequency modulated (FM) radio receiver.
47. (New) The apparatus of claim 45, the transmitter comprising at least one of the following: a bidirectional pager, a wireless telephone.
48. (New) The apparatus of claim 45, the user interface comprising at least one of the following: voice activated input device, a biometric input device, tactile interface.
49. (New) The apparatus of claim 45, the user interface comprising at least one of the following: visual output device, audio output device.
50. (New) A portable broadcast receiver apparatus for receiving broadcast programs and facilitating real time user-initiated requests to purchase copies of selected ones of the broadcast programs, the apparatus comprising:
 - a user interface;
 - at least one receiver configured to receive signals including at least: a user-selected broadcast content signal and an associated data signal providing substantially real time metadata identifying programming content of the broadcast signal;
 - an order transmitter;
 - a controller coupled to the user interface, receiver, and transmitter, the controller programmed to perform operations comprising:

sensing user entry of an order command via the user interface, the order command being non-specific as to subject matter of the order;
referencing the data signal in substantially real time with the order command to correlate the order command with a unit of broadcast content presently occurring in the broadcast content signal;
causing the transmitter to wirelessly send an order to purchase a copy of the correlated unit of broadcast content from a remote order fulfillment facility.

51. (New) At least one signal bearing medium tangibly embodying one or more programs of machine-readable instructions executable by a controller to perform operations to operate a portable broadcast receiver apparatus that includes at least one receiver configured to receive signals including at least a user-selected broadcast content signal and an associated data signal providing substantially real time metadata identifying programming content of the broadcast signal, the operations comprising:

sensing user entry of an order command via a user interface, the order command being non-specific as to subject matter of the order;
in substantially real time with the order command, referencing the data signal to identify programming content presently occurring in the broadcast content signal;
causing an order transmitter to wirelessly send an order to purchase a copy of the identified programming content from a remote order fulfillment facility.